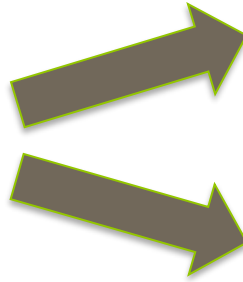




fishpeople™

Pure, Sustainable, Seafood with a Story.

Old School seafood marketing was driven by supply



- Starts with the fish
 - We have a lot of xyz species
 - Let's find ways to turn it into things people *may* want to eat

Marketing today needs to be consumer-driven... and seafood is scary to most millennial shoppers



Fishpeople is a different kind of seafood company



We walk the talk



Relentless transparency is our jam



ALL THIS GOES IN HERE



TYPE IN THE CODE ON THE
SIDE OF YOUR KIT



T/V Miss Michelle
Prince William Sound, Alaska
Captain Greg Gabriel

MEET THE FISHERMEN WHO
PUT THE "PEOPLE" IN FISHPEOPLE

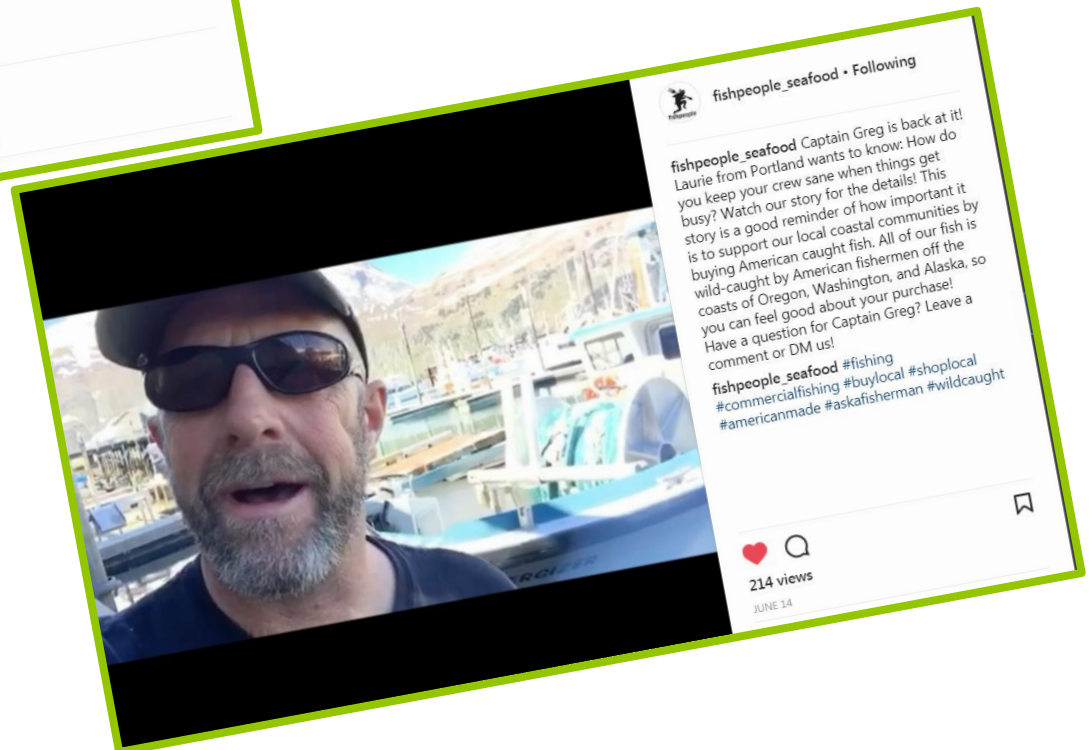
8

**Great marketers
are
great storytellers**

No more faceless fish! Meet the REAL people who catch & process our fish



We transformed
Captain Greg into the
modern day "Dear
Abby"

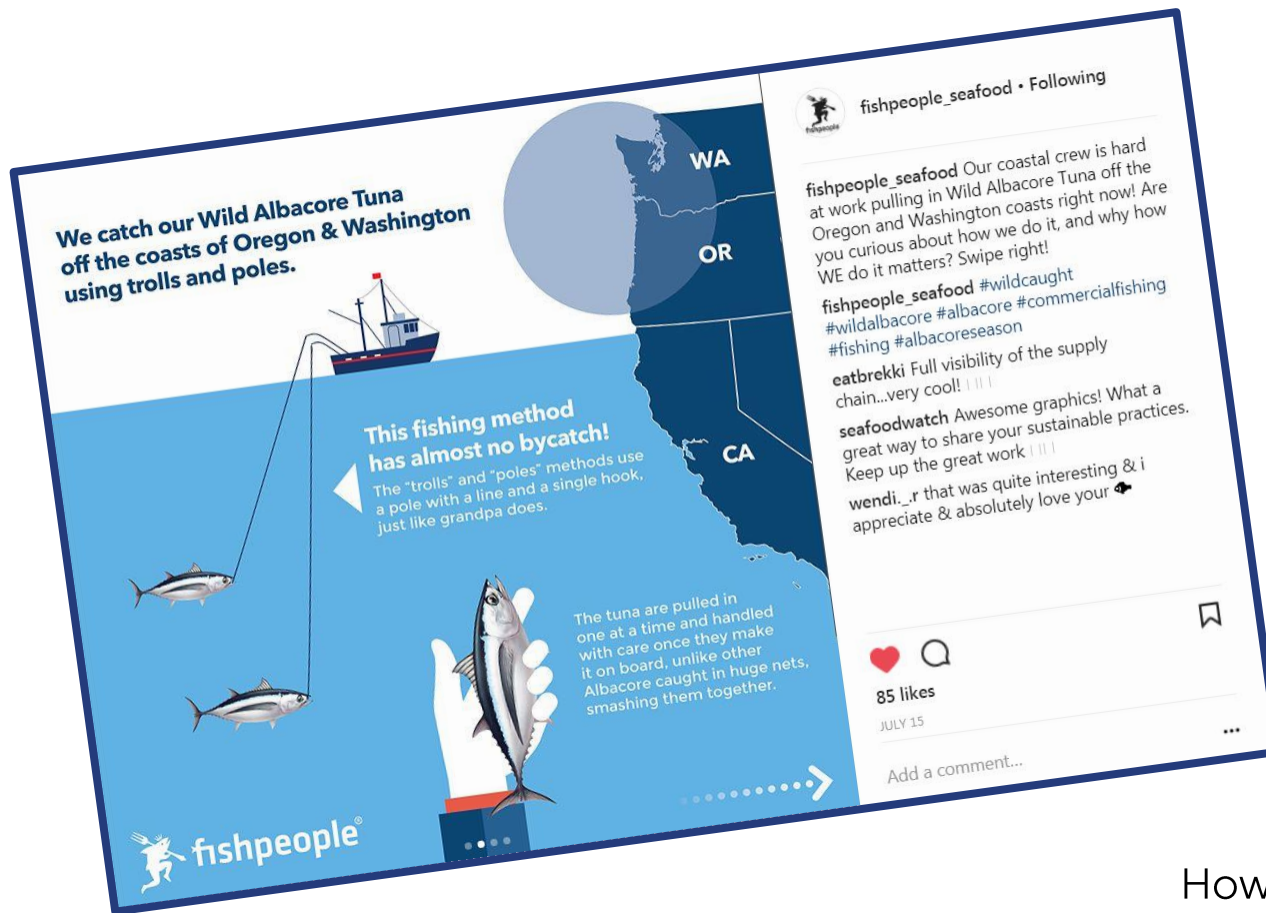


Overcooked? Complicated? Smelly? We make seafood SIMPLE for the average home cook (and 9 year old)



Soup in a pouch... no bowl required?
Traceable ingredients?
Heck yeah!

We build trust by teaching you important stuff we know you care about... in a fun way



How do I know what
"sustainably-caught"
really means?

Most importantly, we never forget who we're in business to serve

